

WHAT IS CLAIMED IS:

1. An advertisement providing system including a service providing site and a user terminal connected via a communication network, wherein

the service providing site has a sound advertisement transmitter for transmitting to the user terminal a sound advertisement data convertible into a sound signal, and the user terminal has a sound advertisement receiver for receiving the sound advertisement data transmitted from the service providing site, and a sound advertisement output unit for converting the sound advertisement data received by the sound advertisement receiver, into a sound signal and outputting the sound signal.

2. The advertisement providing system as claimed in Claim 1, wherein

the user terminal further includes an acknowledgement signal transmitter for transmitting an advertisement output acknowledgement signal to the service providing site after output of the sound signal from the sound advertisement output unit, and

the service providing site further includes an acknowledgement signal receiver for receiving the advertisement output acknowledgement signal transmitted from the user terminal, and a service starter for starting to provide the service after the advertisement output acknowledgement signal is received by the acknowledgement signal receiver.

3. The advertisement providing system as claimed in Claim 1, wherein the user terminal is a mobile telephone set and the communication network is the Internet.

4. The advertisement providing system as claimed in Claim 2, wherein the user terminal is a mobile telephone set and the communication network is the Internet.

5. An advertisement providing method including a service providing site and a user terminal connected via a communication network, the method comprising:

5 a step of transmitting a sound advertisement data convertible into a sound signal, from the service providing site to the user terminal,

a step of receiving the sound advertisement data transmitted from the service providing site to the user terminal, and

10 a step of converting the sound advertisement data into a sound signal and outputting the signal.

6. The advertisement providing method as claimed in Claim 4, wherein

5 the user terminal converts the sound advertisement data into a sound signal and then transmits an advertisement acknowledgement signal to the service providing site, and

10 the service providing site receives the advertisement output acknowledgement signal transmitted from the user terminal and then starts to provide a service.

7. The advertisement providing method as claimed in Claim 5, wherein the user terminal is a mobile telephone set and the communication network is the Internet.

8. The advertisement providing method as claimed in Claim 6, wherein the user terminal is a mobile telephone set and the communication network is the Internet.